150 CREATIVE YOUTUBE IDEAS TO HELP BUILD YOUR BRAND

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TABLE OF CONTENTS

01 COLLABORATION

02 VLOG VIDEOS

03 BEST OF LISTS

04 EDUCATION VIDEOS

05 COMEDY VIDEOS

06 MUSIC-THEMED VIDEOS

07 SPECIAL OCCASIONS

08 GAMING AND TECH VIDEOS

09 MISCELLANEOUS

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VIDEO COLLABS

1. CREATE CHALLENGES

Ready to drink a gallon of milk in under an hour? Or maybe ingest an unreasonable amount of food? Take on a challenge and film yourself.

2. PLAY A GAME

Try playing a game with another brand or channel. Could be Warcraft, Monopoly or some good old fashioned Dungeons and Dragons.

3. DO A CHANNEL TAKEOVER

Ask a channel with similar audience to take over one of your next videos. Think of it like “Freaky Friday” between YouTube creators.

4. HAVE A JAM SESSION

You don’t have to be in the same room to have a jam session. Synchronize your videos with another channel and jam out!

5. DEBATE A FRIEND OR CHANNEL

Find a friend, channel (or multiple channels) with opposing viewpoints, and engage in a civil debate about a topic you care about.

6. GO OUT AND ABOUT

A video of a “day in the life” of you and some friends. Round up some pals and hit the town, or have a picnic in the park.

7. COOK TOGETHER

If your brand is related to food, try cooking with another YouTuber. Find a food choice that reflects your brand, or theirs.

8. SOLICIT AUDIENCE COLLABORATION

Go big with your collabs and ask for videos from your whole subscriber base. You can then feature one as one of your posts.

9. VOLUNTEER WITH OTHER CHANNELS

Find some other channels and combine your YouTube powers for the greater good. The experience can inspire viewers to do the same.

10. ASK YOUR FRIENDS FOR VIDEO IDEAS

Turn to your followers. Make a video to ask your fans for help. Don’t forget to thank them when you record.

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VLOGGING

11. MAKE A YOUTUBE CHANNEL TRAILER

Show the world who you are and what your channel is all about. A good intro can make a YouTube channel very welcoming.

12. SHARE YOUR FIRST VIDEO BLOG

A great way to show your personality and worldview. Consider diversifying your content. Also, be yourself.

13. HOST A CONTEST

Set up a contest. It's a great way to engage with your followers directly. The videos are fun, easy, and shareable too.

14. DO A LIP SYNC

When you can't resist the urge to sing, film yourself. Lip-sync videos rank among the best YouTube videos for one person.

15. SHARE YOUR VIEWS ON AN ISSUE

It could be anything from global warming or as minor as Pop-Tarts. It's valuable to get a conversation going.

16. HONOR SOMEONE YOU ADMIRE

Your influences shape you. So, whether it's Albert Einstein or your own grandmother, make a video tribute to them.

17. ANSWER FAN QUESTIONS

Answer repeat questions from your viewers. Chances are, other viewers have wondered the same thing while watching your videos.

18. SHARE WHAT YOU BOUGHT

Ever get asked "whadja get?" after being spotted with a stuffed shopping bag? Turn your response into a video.

19. HELLO, YOUTUBE!

If you feel stuck on your first video, just introduce yourself. Take some time to reveal the guy or gal behind the curtain.

20. TOUR A COLLECTION OF SOMETHING

If you have a collection of something, whether it's make-up or WW2-era stamps, show the world what you got!

21. TOUR YOUR SPACE

Show off your house to make yourself more familiar with your audience. It's familiar to you, but compltetely new to them!

22. ROUTINE VIDEO

This can be as simple as how you remove your makeup at night or as complex as building a die-cast model submarine.

23. FACE A FEAR

Write down things that scare you. Document yourself facing that fear & encourage your fans to face their fears.

24. POST A RESPONSE

Saw something on YouTube that you liked or didn't like? Response videos have more visibility.

25. FILM YOURSELF REACTING

Did the new Star Wars trailer have your jaw on the floor? Film yourself while watching it. Your fans will experience the trailer with you.

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VLOGGING (CONTINUED)

26. GIVE A HOMETOWN TOUR

Your hometown is a part of you. Show your viewers this important side of you. Go to some local restaurants, attractions and more.

27. POST YOUR OPINION

You're entitled to your opinion and sometimes the world needs to hear it. Turn it into a video and spark some conversation.

28. HOST A PHONE TOUR

Show your audience what apps you use, your preferred settings and maybe that photo of your cat in your background image.

29. TALK ABOUT YOUR JOB

What do you do for a living? Tell the audience why you chose that field or even talk about why you left a job.

30. PRODUCT REVIEW

Whether it's a beauty line or new toy, people constantly turn to YouTube reviews. Show the pros and cons in video form.

31. A SECOND OPINION

Two is company. Bring in another person for support or as a counterpoint. This is an awesome way to collaborate with others too.

32. TOUR YOUR FRIDGE

Dive into the farthest reaches of your refrigerator to show off what you've been snacking on.

33. MAKE A PHOTO COLLAGE

Relate a story with pictures. Find a free photo collage maker and import some photos. The challenge is to sequence them to tell a story.

BEST OF LISTS

34. POST A TOP SPORTS LIST

If you're into sports, talk about them. Who are your favorite players and teams? Might want to bust out some current stats too.

35. POST A TOP TUNES LIST

Taste is subjective. Favorite songs are a great vlog topic because it's so hard to describe why we love the songs we love.

36. POST A TOP ALBUMS LIST

In the age of Spotify, any album is a click away. Sharing your picks with your viewers might invite some good discussion.

37. POST A TOP GAMES LIST

Show off the best and brightest in video games with a top list. You can even make it a series by breaking it down by genre.

38. POST A TOP FILMS LIST

Share what you saw this weekend. This can be useful during the summer blockbuster & awards seasons.

39. POST A TOP TV LIST

Bummed your favorite contestant got the boot? Film your response & share it with the world.

40. POST A TOP TV MOMENTS LIST

Still reeling from last night's *Bachelor* insanity? Break out your favorite moments, and why you loved them.

41. TURN AN INSPIRATION INTO A VIDEO

Capture visual inspirations by making a mood board. Gather the ones that strike you & turn into a video.

42. MAKE A RANKED LIST

Mine good YouTube video ideas from ranked lists. Find a theme that suits your voice or brand & make a list of the best examples.

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EDUCATION VIDEOS

43. TIME LAPSE VIDEO

Use this format to relay a ton of information in a short amount of time. This is good for capturing end-to-end processes.

44. SHOW CREATIVE WAYS OF RECYCLING

If you're into sustainability, you might enjoy repurposing recycled items. So next time you turn a shoebox into a birdfeeder, shoot it!

45. POST A PSA

Tell people to prevent forest fires, wear helmets when biking, or even parody the format by talking about something mundane.

46. MAKE AN ADVERTISEMENT

YouTube's True View ads aren't too expensive. Make one for your own channel & show off what you do.

47. OFFER FINANCIAL PLANNING ADVICE

Share what you saw this weekend. This can be useful during the summer blockbuster & awards seasons.

48. OFFER JOB INTERVIEW ADVICE

Share what you saw this weekend. This can be useful during the summer blockbuster & awards seasons.

49. ASSEMBLY VIDEOS

Whether its Legos, model planes or bed stands, film yourself putting something together to help out a viewer.

50. SHOW HOW TO MAKE EASY GIFTS

It can be nerve-racking to be on a budget during the holidays. Show some off the thoughtful but inexpensive gift ideas.

51. SHARE YOUR SCREEN

Show your computer screen while doing something. It could be sketching something in Photoshop or playing videogames.

52. POST A 'HOW IT'S MADE' VIDEO

Think about how to show what you do. Your fans already like what you do so show them how you do it.

53. CLIFFNOTE A BOOK

Who has time to read anymore? Break down the plot of a book to help your viewers digest it in minutes.

54. DETAIL A PROCESS

Take a concept that's difficult to explain & break it down piece by piece. People are looking for these all the time.

55. DEFINITION VIDEOS

Simple definitions can give you good ideas for YouTube videos. Break down a word or acronym that's relevant to your brand.

56. GIVE WEDDING PLANNING GUIDANCE

Share some helpful hints to planning a weddings -- from the type of cake to buy to the color the napkins should be.

EDUCATION VIDEOS (CONTINUED)

57. SHOW HOW FX WORKS

If you make videos, show how you achieved a particular effect. If you use special animation or make-up, show them off!

58. BUST OUT SOME TRIVIA

Find an interesting factoid or two & build a video around it. Some channels go really in depth on things you didn't know.

59. SHARE A SECRET RECIPE

People are always trying to find good recipes. Take one that you or your family invented & share it with the world.

60. DETAIL THE TIMELINE OF A FAVORITE SUBJECT

Diving into the history of your normal subject matter is a fun way to change up your format & add more context for your viewers.

61. MAKE A PHILOSOPHY VIDEO

Take your viewer down the rabbit hole of your topic. This is a great way to add context & remember, there is no spoon!

62. MAKE A SCIENCE VIDEO

Turn to the natural world for ideas for YouTube videos. If science relates to your product, break out some of its concepts.

63. BE A VIDEO MATH TEACHER

Students turn to YouTube for homework help every day. Be their YouTube tutor!

64. DISCUSS WRITERS AND AUTHORS

Make a video biography on the authors who contributed to the most to a subject you cover in your videos.

65. DETAIL A USEFUL LIFE SKILL

Organization might come naturally to you. Consider sharing the ins & outs with your viewers.

66. SHOW A FUNNY SKILL

Do you know how to roll your tongue? Or maybe you've mastered the art of popping & locking. Show them how it's done.

67. DO A CURRENT EVENTS DEEP DIVE

Many people scan headlines without reading the article. Dive into a topic for your viewers. People need to know!

68. DISCUSS HISTORICAL TEXTS

Whether it's Shakespeare or The Bible, dive into a historical text & feed your viewers' minds.

69. AUTHOR INFLUENCES

Find a particular piece of media and dissect which authors or books inspired it, or the genre it's in.

70. TALK ABOUT A FILMMAKER'S INFLUENCES

Art is thievery. If you like to talk about movies, dive into a particular director to see where they got all their great ideas from.

EDUCATION VIDEOS (CONTINUED)

71. DEEP DIVE ON MOVIES OR TV

Still reeling from last night's "Game of Thrones"? Go in depth on what happened & what might be to come.

72. DEEP DIVE ON MUSIC

Obsessed with a song? Dive into everything about it: influences, lyric meanings & even how it was mixed & engineered.

73. DO A SHORT SUBJECT DOCUMENTARY

Find a key figure in your field and dissect their life & art. Discuss why they were so great and what specific contributions they made.

74. SHOW HOW TO MAKE A DIY TREEHOUSE

Nothing captivates the imagination like a good tree house. If you've built one, show it off and how you built it.

75. SHOW HOW TO MANAGE TIME

There's never enough time in a day, but you can always manage it better. Show your audience your techniques.

76. DETAIL AN ANIMAL'S CARE AND FEEDING

Pets are family. Take some time to introduce your adorable pets & what the day-to-day care & feeding is like.

77. TALK ABOUT ECOSYSTEMS AND HABITATS

Show off that bird's nest you found in your shrubs or the epic multi-tiered palace you constructed for your cat.

78. EXPLAIN HOW A TOOL WORKS

Who reads instructions anymore anyway?

79. TALK ABOUT CLIMATES WORLDWIDE

Discussing the weather is small talk. Make it bigger by diving into climate & weather patterns.

80. THE MYTHBUSTERS APPROACH

Is that old wives tale you keep hearing really true? Set up some experiments to test whether or not it is.

81. DISCUSS A COUNTRY AND ITS HISTORY

Take your viewers to another place & time. Pick a country, any country, and talk about its political, cultural and natural history.

82. TOUR YOUR DESKTOP COMPUTER

If you're into computers, show off your specs. Dive into what you use and how it works. But maybe dust off it off first.

83. SHOW HOW YOU EDIT YOUR VIDEOS

Take your viewers behind the scenes on your video edits. Show which video editing software you use and some useful hints.

84. SHOW OFF AN OBSCURE TRICK

Know a handy keyboard shortcut or two? Or maybe you have a little-known hack? Show it off!

85. LINGO VIDEOS

Every subject has its lingo and code words. Make a video to help your viewers keep track of them all.

COMEDY VIDEOS

86. FUNNY PRANK VIDEOS

Prank a coworker and film it. After all, it's hard not to enjoy a good "desk trolling" or aluminum foil covering.

87. FEATURE AN OUTTAKE VIDEO

If you make enough videos, chances are you've got some good bloopers. Cut them into a video.

88. MAKE A COMEDY SKETCH

Read up on the art of good sketch comedy or just grab some friends & act out a funny scenario.

89. DO A VIDEO PARODY

A good parody video exaggerates another video's style for comedic effect. Mimic politicians, influencers, movie trailers & anything well known.

MUSIC-THEMED VIDEOS

90. MAKE A MUSIC VIDEO

You don't need a hit single to make a music video. Just find a camera and brainstorm some fun ideas.

91. DO A FREESTYLE RAP

Don't just stand there, bust a flow. Don't prepare too much, just let the spontaneous rhymes come out.

92. START SINGING

Sing a song, any song & you can ask your viewers which one to do.

93. GIVE A MUSIC LESSON

If you're a real-life guitar hero, share your skill with your viewers who might be learning for the first time.

94. MAKE A KARAOKE VIDEO

Find a karaoke version of your favorite song and sing along. Just keep monetization off the video.

SPECIAL OCCASIONS

95. MAKE A HOLIDAY VIDEO

Help your viewers spread the holiday spirit by sharing a video that you make. Get festive and spread good cheer!

96. HAVE A CHANNEL BIRTHDAY

Celebrate the day you launched your channel by making a retrospective of your channel's best moments.

97. WALK THROUGH A HAUNTED CORN MAZE

Brave the horrifying world of corn mazes & film your freak-out.

98. MAKE A NEW YEAR'S REFLECTIONS VIDEO

When a new year approaches, make a video to reflect on the past year. Chart the ups, downs & discoveries you made.

99. DO COVERAGE ON BIG EVENTS

The big events of the year. If you're into music, it's The Grammys. If you like football, then it's the Superbowl. make a video about one in your field.

GAMING AND TECH

100. DO AN INDIE GAMES SPOTLIGHT

Still reeling from last night's "Game of Thrones"? Go in depth on what happened & what might be to come.

101. SHARE IN-GAME FOOTAGE

Obsessed with a song? Dive into everything about it: influences, lyric meanings & even how it was mixed & engineered.

102. CLIFFNOTE A GAME

Break down a video game in the same way you might describe a synopsis for a book or movie.

103. DO A VIDEO GAME DEEP DIVE

Discussing the weather is small talk. Make it bigger by diving into climate & weather patterns.

104. SHARE A CUTSCENE VIDEO

Cutscenes are the story sections of video games that you don't play. Make an edit of the best cutscenes of your favorite game.

105. PONDER A SHELVED GAME

There are tons of games that never saw the light of day. Do a "what if" video to ponder what the game might have been like.

GAMING AND TECH

106. REVEAL AN EASTER EGG

Did you discover an unexpected secret in your favorite game? Share it with the YouTubesphere so others can discover it.

107. SHOW OFF A MOD YOU MADE

Mods are modified game elements, usually levels, characters & objects. Show off a cool one you made.

108. DO A MECHANICS BREAK DOWN

Some games are designed with advanced player in mind. If this is you, school some n00bs with your skills.

109. DO A VIDEO GAME RE-EDIT

This classic YouTube format re-edits in-game footage into a creative storyline of your own making.

110. TOUR THROUGH A GAME

Show off the world of your favorite game with yourself as the guide. Walk through the levels and worlds and provide running commentary.

111. DO A DEVELOPER DEEP DIVE

Gaming buffs love talking developers. Pick one you admire & break down what makes them so great.

112. EDIT AN IN-GAME COMEDY SKETCH

Take scenes from the game & turn them into comedy gold with your own voice track & funny snippets from the game.

113. DISCUSS THE GAME'S MVP'S

If you can't beat them, talk about them. Scroll through the leaderboards to find the best players & focus on their talents.

114. DETAIL HOW TO SET UP A CPU

Games can look different screen-to-screen. Show how you set yours up for maximum enjoyment.

115. DO COMMENTARY WHILE PLAYING A GAME

Sometimes it's fun just to hang out & watch someone else play a game. Recreate this experience for your viewers.

116. DEEP DIVE INTO THE HISTORY OF VIDEO GAMES

Chart out all the innovations and discoveries in gaming, from Atari to Playstation to Nintendo Switch.

117. SHOW YOUR GAMEPLAY HIGHLIGHTS

Cut together some of your best moments, including trophies, frag counts, or unlocked achievements.

118. REVIEW A GAME EMULATOR

Emulators let you play older games on a computer. Talk about the best games ("ROMs" in emulator speak) out there.

119. DO A GAME SIDE BY SIDE

Take two similar games like Call of Duty & Battlefield & talk about their similarities & differences.

120. DECLARE YOUR LOVE FOR A FAVORITE GADGET

Bust out those cool AirPods & talk about why you love them so much.

GAMING AND TECH (CONTINUED)

121. DO A TIMED RUN-THROUGH

This is when you run through a game as quickly as possible. Other gamers can learn from your moves, or suggest shortcuts.

122. SHARE YOUR FIRST ASSESSMENT OF A GAME

First impressions are very insightful. Lend a fresh perspective to a new game by describing it as you play for the first time.

123. DEEP DIVE INTO GAMING NEWS AND EVENTS

Talk about what's up in the world of gaming, including new games, consoles and expansion packs.

124. FILM YOURSELF PLAYING A GAME

This is a hugely successful format on YouTube. All you have to do play is a game give commentary as you play.

125. REVIEW A GAME EMULATOR

Emulators let you play console games on a computer. Talk about the best games ("ROMs" in emulator speak) out there.

126. PUT YOUR COMPUTER TO THE TEST

Is your computer super-fast? Or maybe it's been bogged down by updates? Go into detail to help your viewers.

127. EXPLORE TECHNOLOGY TIMELINE

Any piece of technology has a history. Odds are it's much richer than you even knew.

128. DISH ON NEW PROCESSOR RELEASES

Better graphics cards mean better gameplay. Talk about the latest and greatest in the world of GPUs.

129. SHOW OFF YOUR YOUTUBER TECH

Show off the tools of your vlogging trade, including which microphones and cameras you use.

130. TOUR BETA RELEASES FOR OPERATING SYSTEMS

Big tech companies usually have beta programs you can join to preview new operating systems.

131. DEEP DIVE ON RELEVANT TOPICS IN TECH

Hot button tech issues like net neutrality and cyber security are very complex. Break down their core concepts for your viewers.

125. JOIN IN ON THE TECH GOSSIP

There's a lot of banter out there in the tech world. Jump in to it with a video and unleash a hot take of your own

133. DISH ON NEW GRAPHICS RELEASES

Discussing the weather is small talk. Make it bigger by diving into climate & weather patterns.

134. TOUR A NEW SOFTWARE BETA

If you're a power user of a particular app or website, show off its beta features before the public release.

132. SHOW OFF YOUR DEVICE SPECS

Got a cool device? Show off the features. It could be the latest iPhone or even some sweet audiophile headphones

HEALTH AND WELLNESS

135. SHARE TIPS ABOUT LOSING WEIGHT

If fitness is your thing, then share some guidelines and tips you use for maintaining your weight,

136. SHOW HOW TO STRETCH

Stretching is a vital part of any exercise. Show off the ones you use before your routine to stay nimble and safe.

137. RAMP UP TO A MARATHON OR RACE

If you're prepping for a triathlon, 5K or full marathon, cover your daily exercises building up to it.

138. SHOW WIND-DOWN EXERCISES

Don't just focus on the work outs! Show the steps you take to re-acclimate after a workout and cool down the right way.

139. TEACH PROPER WORKOUT METHODS

Workouts can be useless if they aren't done right. Keep your viewers on track with proper guidelines to follow while working out.

140. SHOW A HOME WORKOUT

No expensive gym membershop? No problem. Show off useful workouts that can be done anywhere.

141. POST A MOTIVATION VIDEO

After the honeymoon phase of a new exercise schedule winds down, it can be hard to keep going. Post some words of encouragement.

142. SUGGEST GOOD ENERGY FOODS

Share the diet you use to give you the best workout results and steady energy levels throughout the day.

143. BE A YOUTUBE YOGA INSTRUCTOR

Get your viewers off their desk chairs and into Warrior One with a video yoga sequence tutorial.

144. HOST A HEALTH AND WELLNESS Q&A

Field health and wellness questions from your viewers and give them personalized insight into your own best practices.

GENERAL

145. DO AN OLD VIDEO REBOOT

Remakes aren't just for Hollywood. Find an old video on your channel and make a better version with better production value.

146. DISH ON CELEBRITY HEADLINES

Are you a TMZ junkie? Recap the latest celebrity Twitter wars, sightings, and news in a news video.

147. CREATE A TV PILOT

A pilot is an intro episode to a TV series. Make one of your channel for a possible series & see if your viewers like the format.

148. SHARE A TRIP TO THE GREAT OUTDOORS

Share your adventures with camping, hiking, and anything that takes you into the wilderness.

148. PERFORM MAGIC TRICKS

Have the David Copperfield in your family work his magic. Maybe he can make an item that's tied to your brand disappear.

150. SHOW OFF SOME DRONE FOOTAGE

If you have a drone, show off your best captures. Take it through wilderness, urban landcapes, or even a fireworks display.